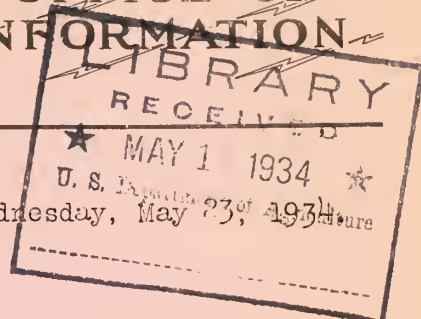


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Radio Service

OFFICE OF
INFORMATION



HOUSEKEEPERS' CHAT

(FOR BROADCAST USE ONLY.)

Subject: "More Words for the Weighty." Information from the Food and Drug Administration, and the Bureau of Home Economics, U.S.D.A.

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If you're interested in taking off some surplus fat, here and there or all over, this is a good time of year to get at the job. The weather will aid you and so will the garden. These mild days allow brisk outdoor exercise, and the garden supplies the good green things to fill up on in places of so many starches or sugars or fats.

You've heard about the value of exercise and a wise diet before. That's an old, old story to you, isn't it? And maybe it's an uninteresting story by this time. Perhaps you've tried to reduce this way and found that it took a good deal of work and will power and that results came slowly. But in spite of these disadvantages, the exercise-and-diet plan is still the only one that really works and keeps you in good health beside. Of course, some people are overweight because of some abnormal condition like a gland disturbance. Such people need the help of a physician in taking off weight. But most of us gain from overeating and lack of exercise. So, naturally, our need is more activity and less fattening food.

Many overweight people just hate to face these plain facts. They want some quick and easy way to cut down curves and bulges, some way that doesn't require will power and exertion. So the manufacturers of quack reducing remedies and devices don't have much trouble selling their wares.

Many overweight people, especially women, are willing to pay their good money for the most absurd reducing articles. The other day when I was making a visit to the Food and Drug Administration, I happened to notice a rubber, funnel-shaped article that looked like one of those vacuum cups the plumber uses on clogged sink-drains. I inquired what a plumber's tool was doing there, and was told that this was a so-called reducing cup, advertised to remove fat in spots. The idea is to work this up and down on your double chin or hips or on some other bulge to take off the surplus fat. It draws up the flesh, makes you feel as if it were doing some good, but actually, the experts tell me -- actually has absolutely no effect as far as reducing is concerned. You can buy a plumber's vacuum cup for ten cents. But the fancy reducing cup, practically the same thing, will cost you a dollar or more -- quite a nice profit for the manufacturer who is preying on gullible overweight people.

And that's just one sample of the many worthless reducing devices on the market. Literally hundreds of them are on sale. You can buy many different kinds of vibrators. A friend of mine paid over a hundred dollars for one. You can buy

expensive pink and lavender rolling pins advertised to roll off your curves. You can buy devices called patters to pat off your flesh. And you can buy a great variety of so-called massagers. A new one appears on the market every few weeks. Then there are a good many reducing bath salts or other preparations to put in your bath water. They are advertised to reduce you comfortably while you soak. A nice idea but it doesn't work. One well-known bath preparation for plump people is made of cornstarch, borax, baking soda and perfume.

You can discover the catch in most of these articles I've mentioned by reading the directions that come with them. They almost always advise diet or exercise along with the use of their product. Well, if you get thin on the treatment, give the credit to diet and exercise. For all these reducing devices I've mentioned are really quite worthless for the purpose.

But at least they are harmless. You may lose good money on them, but you don't lose your health. But there are on the market today many other reducing preparations that are actually dangerous. You can find plenty of records of people who have become seriously ill from taking them, even cases of death. Some of these preparations contain thyroid extract. Perhaps you've heard of a widely advertised nostrum called Marmola. This contains thyroid extract and bladderwrack. Bladderwrack contains iodine which stimulates the thyroid gland. If a person whose thyroid is already active takes this preparation, the effect will be an excessive secretion of the thyroid which may cause loss of appetite and sleeplessness, or nausea, palpitation of the heart, fever, delirium, even collapse and death.

Other preparations for reducing are simply laxatives. They cut down weight by hurrying the food through the system before it can be properly digested. Naturally, the continued use of these laxative preparations can do a lot of damage to your digestion.

Food and Drug officials and physicians have been warning us about these preparations for years. But still lots of women go on buying. The fact about all these quick and easy reducers is simply this: They are all either harmful or worthless or both. The safe and successful way to reduce still remains proper diet and exercise -- an old story but a true one. So get out your roller skates or your bicycle or your walking shoes, and revise your menus. You have many months ahead to get to looking slimmer and feeling better.

Nutritionists at the Bureau of Home Economics also have something to say about safe diets. Many of the faddist reducing diets, such as the Hollywood diet, and the six-day diet, and so on, are also dangerous to health. Everyone, fat or thin or just right in weight, needs a foundation of the protective foods -- milk, eggs, fruits and vegetables. But the overweight should concentrate on the low-calorie foods and go slow on fats and starches and sugars. She will be wise to fill up on green foods if she feels empty and drink lots of water. And remember that skim milk is valuable in a reducing diet because it supplies calcium and is not "fattening." Cottage cheese is another good way to get calcium in a reducing diet.

Several smart eating places in New York and other cities have recently advertised "stream-line menus" built on this very idea of protective foods plus the low-calorie foods to provide enough bulk so that you won't have that hungry feeling. Better spend your money on such lunches than on useless or harmful reducing nostrums.

Now let's plan a couple of luncheon menus of the stream-line variety, just to prove that reducing meals may be as cheerful and appetizing as those of rich, hearty foods. By the way, I'm only suggesting noon meals here. But the safe way to plan a diet like this is to take your three daily meals into consideration at the same time. Be sure that you get enough fuel foods to meet your energy needs. Don't try to omit calories altogether. Just cut down on them.

Menu No. 1: A poached egg on very thin crisp toast; Broiled eggplant; Lettuce, tomato and cottage cheese salad with mineral oil dressing; Fresh pineapple; Tea with lemon or demi-tasse.

Menu No. 2: A thin slice of roast lamb; Fresh boiled asparagus seasoned with lemon juice, salt and pepper; Lettuce and cucumber salad; Fresh strawberries or other fresh fruit; Tea with lemon, or demi-tasse; Melba toast.

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